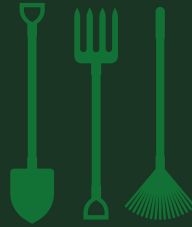
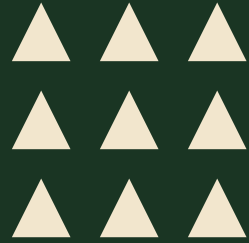
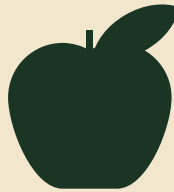


glee

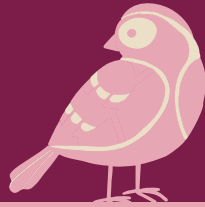
8-10 SEPT 2026
NEC BIRMINGHAM



Europe's biggest buying moment

Supported by





Fifty years in the making

Glee is the garden retail community's biggest date in the calendar, and has been for over 50 years.

Ask anyone who's been and they'll tell you it's so much more than a trade show. Glee is where the entire garden industry unites in the same place – to do business, catch up with buyers they've known for years, discover brands they didn't know they needed, and swap the kind of honest, hard-won insight you only get face to face.

People don't just attend Glee, they look forward to it. And in 2026, there's even more reason to be part of it.

For the first time, Glee runs alongside Autumn Fair – forming Europe's Biggest buying moment in the second half of the year. On 8 and 9 September, both shows operate side by side at the NEC Birmingham, bringing 20,000+ buyers together from garden, home, gift, fashion and pet retail.



Matthew Mein
Event director
Glee and Autumn Fair

Retailers who've traditionally stocked homewares, gifts and fashion are increasingly adding garden to their offer. A stand at Glee puts you in front of them automatically.

glee AUTUMNFAIR



One trip. Two shows.
A combined audience you won't find anywhere else.

Glee (8–10 Sept) runs alongside Autumn Fair (6–9 Sept), crossing over on 8–9 September at the NEC Birmingham.

Glee

460+
exhibitors

50
countries
represented

12%
year-on-year
growth

5,200+
visitors

10,000+
products

The combined opportunity

20,000+
buyers across
both shows

80%
have
purchasing
power

70%
operate a
physical store

560,000
email subscribers

120,000+
combined social followers

Meet purchase-ready buyers

Glee attracts buyers who come with a clear mission – and the budget to match. From independent garden centres discovering their next bestseller to national multiples planning their seasonal ranges, the people who walk this floor are here because they mean business.

In 2025, they came from 50 countries, representing the full spectrum of garden and outdoor retail. Some are regulars who've been making the trip to Glee for decades.

Garden centres & destinations



Department stores and multiples



Online retailers



Pet and DIY retailers



International buyers



Don't take our word for it

From first-timers to Glee veterans, buyers, exhibitors and the trade press – here's what the garden industry actually thinks.



“ We have visited several times in the last ten years.

We come knowing what we want and specifically to look for new suppliers we haven't yet placed orders with.

**LLOYD MITCHELL,
TWIGS NURSERIES**

“ Our first Glee was such a success we rebooked immediately. We took firm orders on the stand, met dozens of new potential customers and had our RHS Heat Holders shortlisted for a show award.

SOCKSHOP

“ This is our first time here and it's our first year owning a garden centre. So far we have placed an order and we'll be back again for the next couple of days.

**TRISHA HOWARD,
DODDINGTON
NURSERIES**

“ This is our first real trade show in years and we've come to Glee because we can see this making a big impact in food courts and delis. The product really suits garden centres and taps into the male gifting market

**EDWARD STARR,
AMAZING CHOCOLATE
WORKSHOP**

11 diverse sectors

Glee covers the full breadth of garden, outdoor living, leisure and pet – giving exhibitors the right category context and buyers a clear path to what they're sourcing.

<p>Garden Care</p> <p>Lawn care, plant health, growing media, seeds and feeding. The practical backbone of the garden retail year.</p> <p>19,958 buyers sourcing in this sector</p>	<p>Landscaping & Garden Decoration</p> <p>Hard landscaping, fencing, ornament, pots and planters. The products that transform outdoor spaces and give retailers strong margin lines.</p> <p>16,413 buyers sourcing in this sector</p>
<p>Outdoor Entertaining</p> <p>BBQ, fire, al fresco dining and garden furniture. Displayed in context through Fire, Grill and Chill, so buyers see the full lifestyle picture.</p> <p>7,473 buyers sourcing in this sector</p>	<p>Retail Experiences & Services</p> <p>Retail technology solutions, shop fitting suppliers, retail display suppliers and POS systems for retail, all with a garden retail focus.</p> <p>4,138 buyers sourcing in this sector</p>
<p>Home, Gift & Clothing</p> <p>The fastest-growing area of garden retail. Homewares, gifts, fashion and accessories for garden centres building destination retail.</p> <p>5,515 buyers sourcing in this sector</p>	<p>Pet Products</p> <p>Food, accessories, habitats and health products for a pet retail market that continues to grow year on year.</p> <p>3,667 buyers sourcing in this sector</p>
<p>Plants</p> <p>New varieties, breeders, growers and nursery stock. Future Plants showcases what's coming next in one dedicated space.</p> <p>7,455 buyers sourcing in this sector</p>	<p>Sourcing</p> <p>Product sourcing suppliers, wholesale manufacturers, private label manufacturers and ethical sourcing specialists connecting retailers and brands with the right production partners.</p> <p>4,138 buyers sourcing in this sector</p>
NEW FOR 2026	
<p>Food & Beverage</p> <p>Commercial kitchen equipment suppliers, café equipment suppliers, beverage suppliers and catering equipment specialists for garden centres and farm shops.</p> <p>Food Hall</p> <p>Artisan food, farm shop lines and café essentials for garden centres developing their hospitality and food retail offer.</p> <p>2,932 buyers sourcing in these sectors</p>	<p>Home & Garden Improvement</p> <p>Tools, fixings, storage and workshop essentials. Practical ranges that perform consistently</p>

What you get

More than just a stand

When you sign up for Glee you'll receive year-round support through our multi-channel marketing campaign. We ensure you'll get as much exposure, promotion and presence as possible, and to all the right audiences. Our essential Exhibitor Toolkit ensures that you have a variety of valuable tools to help increase your return on investment.



Exhibitor toolkit

- A personal profile in the Glee Show Preview and Catalogue so visitors can plan their visit to your stand before and during the show
- An online exhibitor profile, promoting your brand, products and ranges
- Personalised assets and invites for you to send to the buyers you want to see most at Glee
- A gallery of banners, logos and email signatures to promote your brand



Additional support

- PR coverage
- Social media support across our channels
- Exhibitor workshops to help you prepare for the show
- Opportunity to enter New Product Showcase and Awards



Our digital reach

At Glee, we have a dynamic team of digital experts working to ensure your brand gets the promotion it deserves across our community of followers.

But don't just take our word for it, the results speak for themselves...

Glee website stats

82,068

unique visitors

139,700

page views

2,329,567

total impressions from visitor promotion across all channels

Exhibitor profile stats

209,821

Page views on exhibitor list and profiles

59

seconds average time per page

8.1

average pages per session

Glee social stats

20k

total followers

80

pieces of PR coverage

107.9k

PR audience

Across Instagram, LinkedIn, Facebook and X





The questions we get asked most

Who attends Glee?

Glee attracts a highly targeted audience of garden retail buyers, from independent garden centres, destination retailers and farm shops to national multiples, online brands and international retailers.

What kind of ROI can I expect?

Exhibiting at Glee is about more than on-stand orders - it's about building relationships that drive long-term growth. Generate high-quality leads, secure new stockists and increase your brand visibility among buyers actively looking to source.

How much does it cost?

Costs vary depending on stand size and location, with options to suit a range of budgets. Our team will help you find the right package for your brand.

Is Glee suitable for launching new products?

Absolutely. As a key buying moment in the retail calendar, Glee is the ideal platform to launch new products. Buyers attend to discover what's new, with features like the New Product Showcase and Awards helping you stand out.

What does Glee co-locating with Autumn Fair mean for me?

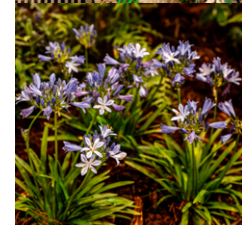
In 2026, Glee runs alongside Autumn Fair on 8-9 September at the NEC. That means one stand, two audiences - giving you access to 20,000+ buyers across garden, home, gift and fashion.

Is Glee right for an emerging brand?

Yes. Glee First offers a more accessible entry point and hands-on support for newer suppliers. Ask the team whether you qualify.

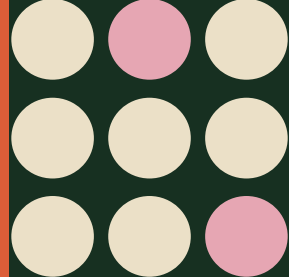
What support is available for first-time exhibitors?

We provide hands-on support every step of the way, from planning your stand to promoting your presence. With our Exhibitor Zone, workshops and expert team, you'll have everything you need to make your first Glee a success.



glee

8-10 SEPT 2026
NEC BIRMINGHAM



Ready to grow with us? Get in contact

General: sales@gleebirmingham.com

Daniel Mcalpin

Head of Retention

E: daniel.mcalpin@gleebirmingham.com

T: +44(0)20 3545 9786

Licia Viscito

Sales Manager for Outdoor Entertaining,
Landscaping & Garden Decoration, and
Retail Experiences & Services


E: licia.viscito@gleebirmingham.com

T: +44(0)20 3545 9752

James Kenton

Sales Manager for Garden Care, Pet
Products, Food, Home & Garden
Improvement, and Retail Experiences
& Services

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 Glee-Birmingham-Show

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